

**Pierce County**  
**Quit Line Data Summary**  
January 1 - March 31, 2004

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 404</b>	<b>N = 3,363</b>
<b>Percent of Statewide Calls</b>	14.5%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	11.9%	100.0%

  

	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 397</b>	<b>N = 2,906</b>
Female	64.0%	64.2%
Male	36.0%	35.8%
<b>Race/Ethnicity</b>	<b>N = 356</b>	<b>N = 2,468</b>
People of Color	14.3%	13.1%
White	85.7%	86.9%
<b>Age</b>	<b>N = 379</b>	<b>N = 2,642</b>
Less than 18 years old	1.1%	1.1%
18 - 24 years old	14.2%	15.2%
25 - 34 years old	23.5%	23.1%
35 - 44 years old	24.0%	24.6%
45 years and older	37.2%	36.0%
<b>Education</b>	<b>N = 380</b>	<b>N = 2,581</b>
Did not graduate high school	20.5%	19.0%
High school graduate	33.2%	36.0%
Some college/vocational school	39.5%	36.4%
College graduate	6.8%	8.6%
<b>Caller Type</b>	<b>N = 401</b>	<b>N = 3,052</b>
General Information	3.2%	12.6%
Health care provider	2.7%	3.6%
Tobacco user	94.0%	83.8%
<b>Payer Type</b>	<b>N = 297</b>	<b>N = 2,005</b>
Insured	34.7%	31.2%
Uninsured	26.9%	29.4%
Medicaid	38.4%	39.4%
<b>Heard About</b>	<b>N = 331</b>	<b>N = 2,412</b>
Past caller	15.1%	15.7%
Employer/worksites	1.5%	1.2%
Health care provider	34.4%	31.8%
Television	11.2%	11.9%
Outdoor advertisement (billboard/bus/wall)	0.9%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	0.9%	1.8%
Newspaper/Magazine	1.5%	0.7%
Brochure/Newsletter	7.6%	5.4%
Family or friend	19.3%	22.7%
Health Department	6.0%	5.4%
School	1.5%	1.4%